Basic
Basic
MENTHOL

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Basic
It Tastes Good.
It Costs Less.

Dear Smoker,

If you've been looking for cool taste at a cool price, it's really no great mystery. BASIC tastes good and costs less. Case closed. So isn't it time you discovered BASIC?

We'll be happy to help you. That's why we enclosed 3 really easy-to-find coupons. Each coupon is good on any style of BASIC.

And one last thing. Please clue us in on a few things about you. Just take a second to fill out the attached survey, and you'll be one of the first to know about our next great offer.

Sincerely,

Mike Rucker

Mike Rucker

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